

Abstract ENG

The bachelor's thesis "Media Connected with Famous Cycling Races" explores the importance of media in staging the world's oldest and most significant cycling races. All the races introduced were first opened before World War I. as it was the main criteria when choosing which races to include. The thesis covers races that took place in France, Italy, Belgium and Spain. It sheds light on each of the country's political and socioeconomic background and explains the history of chosen races. The thesis focuses on races that are continuing to exist to this day and it maps how the role of specific media changed in the organizational process of these races.

Important is the description of the media that took part in organizing these races. Crucial are data such as the year when the newspaper was founded, which races it opened specifically and whether the number of copies produced grew following the cycling boom at the beginning of the 20th century. We attached translations of original reports which documented the very first stages and were published in newspapers which have maintained their influence to this day.

The part of thesis is also focused on Bohemia where the spectators could read about world-class races in Sport and hry magazine for example.

The thesis includes also other subjects whose role was far-reaching in the organizational process of these races. Critical role played sponsors from the cycling field which have been regularly financially supporting the races to this day.

Being the countries with the most elite cycling races with the first stages dating back to more than a hundred years ago, media in Italy and France are naturally the main focus of this thesis.